



AALBORG UNIVERSITY
DENMARK

Aalborg Universitet

Food Place Profiling and the Conformity Paradox

Therkelsen, Anette; Gyimóthy, Szilvia

Publication date:
2015

Document Version
Accepted author manuscript, peer reviewed version

[Link to publication from Aalborg University](#)

Citation for published version (APA):
Therkelsen, A., & Gyimóthy, S. (2015). *Food Place Profiling and the Conformity Paradox*. Abstract from Critical Management Studies Conference, Leicester, United Kingdom.

General rights

Copyright and moral rights for the publications made accessible in the public portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

- Users may download and print one copy of any publication from the public portal for the purpose of private study or research.
- You may not further distribute the material or use it for any profit-making activity or commercial gain
- You may freely distribute the URL identifying the publication in the public portal -

Take down policy

If you believe that this document breaches copyright please contact us at vbn@aub.aau.dk providing details, and we will remove access to the work immediately and investigate your claim.

Food Place Profiling and the Conformity Paradox

Anette Therkelsen and Szilvia Gyimóthy

Tourism Research Unit, Department of Culture and Global Studies, Aalborg University, Denmark

Abstract

Drawing on earlier research on local food, terroir, authenticity, food narratives and conformity in branding efforts, we study the place branding strategies of four Danish coastal destinations, each focusing on profiling themselves as food places for tourists. Based on analyses of online food-related promotional material along the food tourism value chain, overlapping food discourses characterised by terroir typicality and historical references are identified. Differences in food discourses also appear which are critical in view of achieving a distinct food place brand. Moreover, it is argued that these destinations appear to conjure up quite generic food place brands where the promotional discourses are conceived as fairly similar thereby giving little substance to local food. The paper concludes with a discussion of alternative promotional discourses aiming at enhancing local food identity.

Keywords: food place profiling, food tourism, terroir typicality, culinary typicality, authenticity, conformity